

Mass Media (MDIA)

MDIA 2000. Introduction to Mass Media. 3 Hours.

The study of the processes, elements, uses, and impacts of mass media, including history, development, operation, and cultural effects of books, newspapers, magazines motion pictures, radio, television, sound recordings, and computer media.

MDIA 2000H. Introduction to Mass Media (Honors). 3 Hours.

An honors-level study of the processes, elements, uses, and impacts of mass media, including history, development, operation, and cultural effects of books, newspapers, magazines, motion pictures, radio, television, sound recordings, and computer media.

MDIA 2050. Introduction to Electronic Media Production. 3 Hours.

An introduction to the processes of radio and television production. This course is designed to provide an understanding of the concepts and application employed in production for radio and television and to teach the basic skills required to operate the audio and video equipment utilized for radio and television production. Students will also take a comprehensive proficiency exam.

MDIA 2100. Introduction to Media Writing. 3 Hours.

Prerequisites: Major or Minor status or consent of instructor. An introduction to the variety of standard writing styles employed by media professionals. Topics include news writing, advertising copy, public service announcements, and an introduction to copy writing formats for television, radio and the Internet. Basic television scripting for short and long-form programming is also introduced.

MDIA 2350. Media and Culture. 3 Hours.

Prerequisites: Major or Minor status. An introduction to media and culture. This course will explore foundational components of media and culture, examining connections between the message, the medium, society, and culture. The course will explore society's relation to media and how media affects society, through topics such as media industries, representation, audiences, and technology.

MDIA 2500. Computer Mediated Communication. 3 Hours.

Prerequisites: MDIA major, or consent of the instructor. An introduction to the processes of computer mediated communication. Topics include the Internet, Mass Media and the Web, virtual communities, and how computer mediated communication affects privacy, interpersonal relationships, and the global village.

MDIA 3001. Media Production I. 3 Hours.

Prerequisites: MDIA 2050 and MDIA 2500 or permission of instructor. Study of media production techniques in the studio environment. Students will build upon production and editing skills and learn how to incorporate audio and visually based media into storytelling. Students will learn about the production workflow and its impact on creating narratives for target audiences.

MDIA 3002. Media Production II. 3 Hours.

Prerequisite: MDIA 3001 or permission of instructor. Intermediate studio-based exploration of the technical, practical, and conceptual aspects of contemporary digital media production in all phases. Students will focus on capturing, editing, and finishing professional quality audiovisual media for creative media industries. Project planning and management, directing, interviewing, and collaborative workflows will be covered.

MDIA 3003. Media Production III. 3 Hours.

Prerequisite: MDIA 3002 or permission on instructor. Advanced studio-based exploration of the technical, practical, and conceptual aspects of contemporary digital media production from preproduction through postproduction. This course will focus on the creation and delivery of linear and interactive digital media for creative media industries including entertainment, news, and marketing.

MDIA 3050. Broadcast Performance and Announcing. 3 Hours.

Application of the fundamentals of voice and articulation for effective on-air performance on both radio and television. Topics include vocal techniques and delivery styles, appearance for on-camera performance in television, audience perceptions, station sound and image, and limited voice characterizations for "voice-over" media.

MDIA 3060. Sports Announcing and Reporting. 3 Hours.

Prerequisites: Major status, completion of Area F, or consent of instructor. An introduction to the techniques of sports announcing for radio and television. Reporting, interviewing, and vocal performance skills, including play-by-play announcing, will be emphasized. On-camera appearance and performance will be included.

MDIA 3100. Writing for Media II. 3 Hours.

Prerequisites: Major Status and MDIA 2100 or permission of instructor. Advanced writing course building upon the skills covered in MDIA 2100. Topics include news writing, scriptwriting, writing for radio and television, and other forms of multimedia writing.

MDIA 3110K. Audio Production I. 4 Hours.

Prerequisites: Major status, MDIA 2050, 3100, and 2500, or consent of instructor. Introduction to audio production techniques. Topics include editing and the incorporation of music, sound effects, and voice to produce effective commercial and public service announcements.

MDIA 3120K. Television Studio Production I. 4 Hours.

Prerequisites: Major status, MIDA 2050, MDIA 2100, and MDIA 2500 or consent of instructor. Intermediate television production focusing on the applied skills required for television production. Topics include studio operations, camera operation, control room competency, as well as scripting, producing, and directing. Pre-production, production, and post-production will also be addressed.

MDIA 3125. Social Media. 3 Hours.

Examination of the conceptual, stylistic, and contextual aspects of creating and executing social media campaigns. Topics include tone of voice, audience analysis, message credibility, engagement strategy, online identity, digital listening, and performance monitoring.

MDIA 3130K. Audio Production II. 4 Hours.

Prerequisites: MDIA 3110K or consent of instructor. Advanced course of audio production techniques for the radio and music industries. Topics include signal processing effects, advanced editing techniques, and multi-track recording and mixing of music and voice.

MDIA 3150K. Electronic Field Production I. 4 Hours.

Prerequisites: Major status, MDIA 2050, MDIA 2100, and MDIA 2500 or consent of instructor. Introduction to electronic field and remote productions, including single and multiple camera operations. Basic field camera operations, tape to tape editing, editing techniques, single/multiple camera continuity, and scripting are all addressed.

MDIA 3175. Transmedia Storytelling. 3 Hours.

Prerequisites: MDIA 2100 and MDIA 3100 or permission of instructor. Exploration of concepts, tools, and techniques used in multi-platform storytelling incorporating traditional and newer immersive forms of media content. The course examines conceptual, stylistic, and contextual aspects of creating and executing impactful communications capable of engaging audiences around contemporary entertainment franchises.

MDIA 3225. Media Research and Audience Analysis. 3 Hours.

Prerequisites: MDIA 2000 and MDIA 2350 or permission of instructor. Introduction to social science research techniques relevant to the media and communication fields. This course will focus on approaches to studying and analyzing media content, methods of inquiry, and their relation to targeted audiences.

MDIA 3250. Sports, News and Entertainment Announcing. 3 Hours.

Prerequisites: Major or Minor status or engaged in sports certificate program; or permission of instructor. Applies the fundamentals of voice and articulation for on-air performances by newcasters, sportcasters and entertainers. Topics include vocal delivery styles; appearance on-camera; and interviews for news packages, sports events and news-entertainment talk shows.

MDIA 3300. The Music Industry. 3 Hours.

Prerequisite: Major status or permission of instructor. Introduction to the music industry. Topics include: recording contracts; legal and copyright issues; music production, promotion, and distribution processes; technological developments affecting the industry; and career opportunities.

MDIA 3350. Aesthetics of Electronic Media. 3 Hours.

Prerequisites: MDIA 2000 or consent of instructor. This course is designed to study the application of advanced film and video techniques. Topics include narrative structure, cinematography, directing technique, editing, sound design and the language of production.

MDIA 3400. Screenwriting. 3 Hours.

Prerequisites: Major or Minor status and MDIA 2100 or permission of instructor. An advanced writing course building upon the skills acquired in MDIA 2100. Students will develop a full-length teleplay or screenplay. Topics include development of treatments, plotting, sequencing, character analysis, and synopsis. The techniques required for effective scene construction, plot twists, comedic slants, dramatic tones, and other advanced script writing techniques are also introduced.

MDIA 3450. Media Ethics. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. A comprehensive overview of the major ethical philosophers and perspectives and how these works impact ethical decisions in today's media. Topics will be discussed and analyzed to help the mass media student form a foundation for decision making within an ethical framework.

MDIA 3500. Newswriting. 3 Hours.

Prerequisites: MDIA 2100 or permission of instructor. An advanced writing course building upon the skills learned in MDIA 2100. Students will develop their skills in researching, writing, and editing broadcast and online news. Emphasis on writing news readers, bulletins, packages, director's cues, rundowns and online news, as well as covering news beats and press conferences.

MDIA 3800. Audio Theory. 3 Hours.

Prerequisites: MDIA major or consent of instructor. This course provides a theoretical investigation into the properties of audio and sound. Topics include the physiology and psychology of hearing, acoustics, psychoacoustics, sound design, sound environments, ambience, sound theory, and audio's relationship with radio, television, and film.

MDIA 3950. Directed Study. 1-3 Hours.

Prerequisite: Major status and approval of advisor, instructor, and department head. Individualized study in an area or subject not normally found in established courses offered by the department, may also allow the student to explore in more detail a topic which is normally covered by the department.

MDIA 4010. Media and Government. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. Course exploration of how media influence understanding(s) of U.S. government and public policy. The course will cover topics such as censorship, media ownership and control, regulation, and the free press.

MDIA 4020. Media and Representation. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. Explore how media influences understanding(s) of identity and culture, including aspects such as gender, race, class, and sexuality.

MDIA 4030. Selected Topics in Mass Media. 1-3 Hours.

Prerequisites: MDIA 2050 and 2100, or consent of instructor. Intensive study of a topic relevant to broadcast media. The course introduces the alternative approaches to the study of themes, applications, trends, and issues in media, and provides an opportunity to explore other topics outside the prescribed curriculum of mass media. May be repeated for up to 6 hours of credit if course title are different.

MDIA 4040. Applied Communication. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of the instructor. Explore applied communication scholarship, as well as how communication concepts, theories, and methods are applied to personal and professional settings.

MDIA 4100. Media Economics and Management. 3 Hours.

Prerequisites: Major Status and completion of Area F, or consent of instructor. An examination of the economic structure of the American radio and television systems focusing upon audience measurement and delivery, ownership consolidation, cross-media platforms, standard practices of achieving fiscal stability, community outreach and service, and personnel utilization.

MDIA 4110K. Audio Production II. 4 Hours.

Prerequisites: MDIA 3110K or consent of instructor. Advanced course of audio production techniques for the radio and music industries. Topics include signal-processing effects, advanced and editing techniques, and multi-track recording and mixing of music and voice.

MDIA 4120K. Television Studio Production II. 4 Hours.

Prerequisite: MDIA 3120K. Advanced television production focusing on the hands-on application of skills for the construction of television programs. Students are expected to enter with a working knowledge of the television studio since this is a rigorous and labor intensive course in which students are expected to produce broadcast quality programs.

MDIA 4130K. Audio Production for Video. 4 Hours.

Prerequisites: MDIA 3110K or consent of instructor. Advanced course of audio production techniques for video. Topics include advanced editing techniques, and multi-track recording and mixing of sound for film and television soundtracks. Location recording, Automated Dialogue Replacement, and Foley recording will also be included.

MDIA 4150K. Electronic Field Production II. 4 Hours.

Prerequisite: MDIA 3150K. Advanced field production involving field shoots, remote shoots, and editing. Advancing technologies in the area of post-production editing will be introduced and students will be responsible for development of script ideas, scheduling, and project completions on deadline. The class is labor intensive.

MDIA 4200. Media Law and Ethics. 3 Hours.

Prerequisite: Major or Minor status or permission of instructor. A survey of the U.S. court system, the First Amendment, and laws affecting newsgathering, libel, privacy rights, copyrights, and the Federal Communications Commission. Students will examine various ethical and professional standards affecting media.

MDIA 4240K. Directing and Acting for Film. 4 Hours.

Prerequisites: MDIA 3120K and MDIA 3150K or THEA 3800 and THEA 3950 or consent of the instructor. Also offered as THEA 4240. Advanced directing and acting techniques for narrative production. The course will focus on the dynamic between the director and actor in a variety of narrative forms. Additional subject areas include genre, character development, and subtext. Students will be required to create narrative productions as part of this course.

MDIA 4270. Diversity in Media. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. A critical examination of the relationships between the media and various races, classes, ethnicities, and genders. Topics include the representation of different groups by the media, how audiences are affected by those representations, alternative media, and how minorities and the media industries interact.

MDIA 4333. Online Journalism. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. Examination of how to produce journalistic content and news packages for online publishing. Credibility, ethics, and trends in online journalism are also addressed. Equipment and/or software purchase may be required.

MDIA 4334. Social Media. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. Examination of the relationship between society and social media forms such as Facebook, Twitter, and Tumblr. Students will analyze and learn how to effectively use social media within the media industries.

MDIA 4335. Multimedia Digital Editing. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. Advanced instruction in the practice of multimedia digital editing, such as platform and sound editing techniques. Equipment and/or software purchases may be required.

MDIA 4400. Media Criticism. 3 Hours.

Prerequisites: Major status and completion of Area F, or consent of instructor. An overview of the theoretical and practical study of critical media examination. This includes describing, interpreting, and judging mediated messages utilizing critical methods. Students will examine various approaches to media criticism and how they are applied to the broadcast media.

MDIA 4450. International Media. 3 Hours.

Prerequisite: Major Status and completion of Area F, or consent of instructor. A critical examination of media systems around the world and the societies in which they function. The role of governmental regulation, cultural factors, and language will be studied. Students will be required to analyze global media, national identities, and the concept of international communication. A comparative analysis of various systems is also required.

MDIA 4600. Digital Media Production. 4 Hours.

Prerequisite: MDIA 3150K. Advanced application of digital video production and post-production. Areas to be covered include digital video applications, post-production processes and effects, and delivery of digital media productions. Students must complete a digital media presentation for their portfolio.

MDIA 4650. Digital Media Journalism. 4 Hours.

Prerequisites: Major Status and completion of Area F, or consent of instructor. Advanced journalistic writing and media production for the web based and mobile based entities. Areas to be covered include advanced writing for the web utilizing page design, rich media content, banner headlines, general page maintenance, audio, and video. Students must participate in the digital creation of an online news source for their portfolios.

MDIA 4700. Digital Media Production Capstone. 3 Hours.

Prerequisites: MDIA 3003 or permission of instructor. An advanced, project-based studio in which students participate in production experiences exploring techniques for communicating using digital media.

MDIA 4800. Media Law. 3 Hours.

Prerequisites: Major Status and completion of Area F, or consent of instructor. A comprehensive overview of First Amendment principles, communication law, and the regulatory practices of the Federal Communications Commission. Topics include media regulation, libel issues, prior restraint, and copyright.

MDIA 4950. Senior Seminar. 3 Hours.

Prerequisites: Completion of Area F, major status, restricted to students in their final semester of study in Mass Media. Required of all second semester seniors, the course focuses on the compilation of student portfolio materials. Students will create a resume and a general employment application letter.

MDIA 4951. EMAC Capstone Project. 3 Hours.

Prerequisite: Restricted to students in their final two semesters of study in Mass Media. A capstone course in which students will complete faculty-supervised research on a topic related to their field of study, write, and submit their thesis.

MDIA 4960. News Workshop. 3 Hours.

Prerequisite: MDIA 3001 or permission of instructor. An advanced course in video news programming integrating studio and field-based production skills and techniques. The course focuses on identifying news values, cultivating sources of information from assigned beats, reporting and producing news packages, demonstrating competence in studio crew positions, scripting local newcasts, and developing on-air performance skills. May be repeated for credit.

MDIA 4961. Audio Workshop. 3 Hours.

Prerequisites: MDIA 3001 or permission of instructor. The production of portfolio materials such as podcasts, traditional radio, and streamcast programming. May be repeated for credit.

MDIA 4962. Video Workshop. 3 Hours.

Prerequisites: MDIA 3001 or permission of instructor. Active student participation in video production for VSU TV, and online distribution and exhibition. May be repeated for credit.

MDIA 4963. International Documentary Production Workshop. 3 Hours.

Prerequisites: MDIA 3001 or permission of instructor. The production of an international documentary. May be repeated for credit. Study abroad travel required.

MDIA 4964. Sports Workshop. 3 Hours.

Prerequisites: MDIA 3001 or permission of instructor. Student participation in the production of sports programming for VSU-TV, the University-programmed cable-access channel. May be repeated for credit.

MDIA 4965. New Media Workshop. 3 Hours.

Prerequisite: MDIA 3001 or permission of instructor. A hands-on exploration of the tools and techniques used to create engaging digital multi-media content for the web, advertising and interactive gaming applications. Topics and techniques include green screen, motion capture, interactive and motion graphics, ideation, co-creation and collaborative workflow.

MDIA 4970. Internship. 3-9 Hours.

Prerequisite: Major and senior status approval of faculty internship director. Graded "Satisfactory" or "Unsatisfactory". Placement of students in apprentice and intern positions in professional environments, including radio and television stations and other media industry organizations in order to enlarge the student's professionalism. The course may be taken only during the student's final two semesters, and may be repeated for credit.